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- Approves \$32 Million Construction Budget
- Elects Fred Johnson to the Board



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Plain Talks

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Plain Talks is issued monthly by the Advertising Department of Gulf States Utilities Company for employees, in the interest of broadening the knowledge and understanding of the Company, the area served, the investor-owned electric industry and the American Free Enterprise system.

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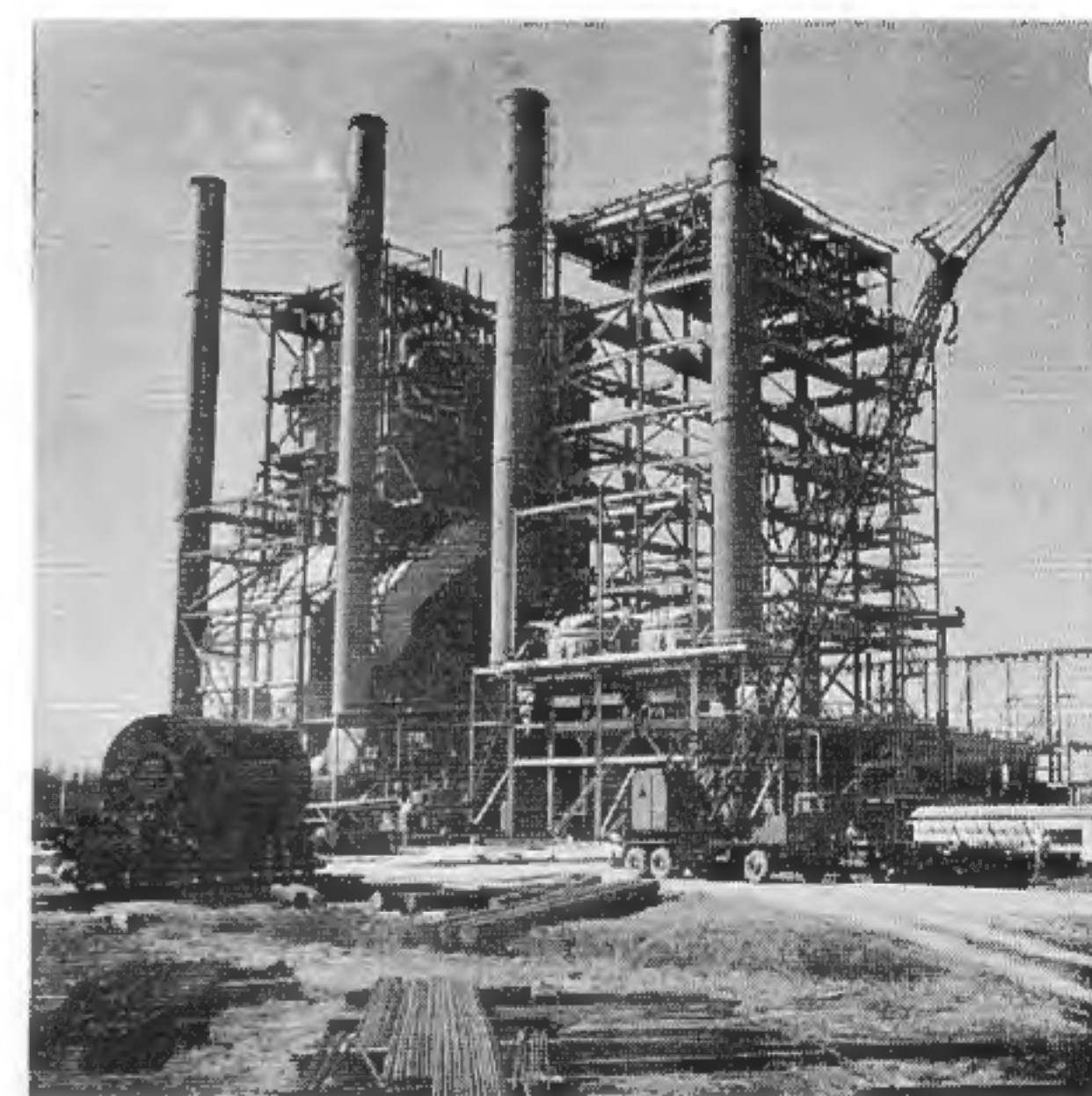
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EDITOR'S NOTE

FOR the first time in its 41 year history PLAIN TALKS was mailed this month without an envelope. Not using a envelope will result in a yearly savings of more than \$5,000 and a savings of a day's work each month which will allow us to get your magazine to you much earlier.



OUR COVER

THE completion of construction of the second 220,000 kilowatt generating unit at Willow Glen Station south of Baton Rouge will account for the greater part of the \$32,000,000 to be spent for construction during 1963. The completion of Willow Glen is part of a four-year expansion program which will increase our Company's generating capability to nearly 2,200,000 kilowatts, almost twice what it was at the end of 1959. The second unit is expected to be placed in service late this year. The generator, left, for the new unit arrived by train at the station on February 6.

SOME ECONOMIC TRUTHS

IN evaluating the socialistic welfare state it might be timely to reflect on a few basic economic truths, which have been proven many times in the course of history:

1. Governments cannot give the people what they do not first take away from people.

2. You cannot multiply wealth by dividing it.

3. You cannot legislate the poor into economic freedom by legislating the wealthy out of it.

4. That which one man receives without working for, another man must work without receiving.

Nothing can kill the initiative of a people quicker than for half of them to get the idea that they need not work because the other half will feed them, and for the other half to get the idea that it does no good to work since someone else receives the rewards of their labors.

These "Economic Truths" by K. W. Sollitt were quoted by J. R. Kyle in the August 23, 1960, edition of The Wall Street Journal. These comments are a reminder that our Democracy which was founded, fought for and strengthened by men such as Washington and Lincoln, is still in danger. Today, perhaps more than ever, it is important for us to face the fact that the bountiful privileges offered by our way of life go hand in hand with tremendous personal responsibility. It is this responsibility of citizenship which we must assume in all our thinking and in all our actions if we are to preserve our Democracy in the face of increasing Communist and Socialist force in the world today.

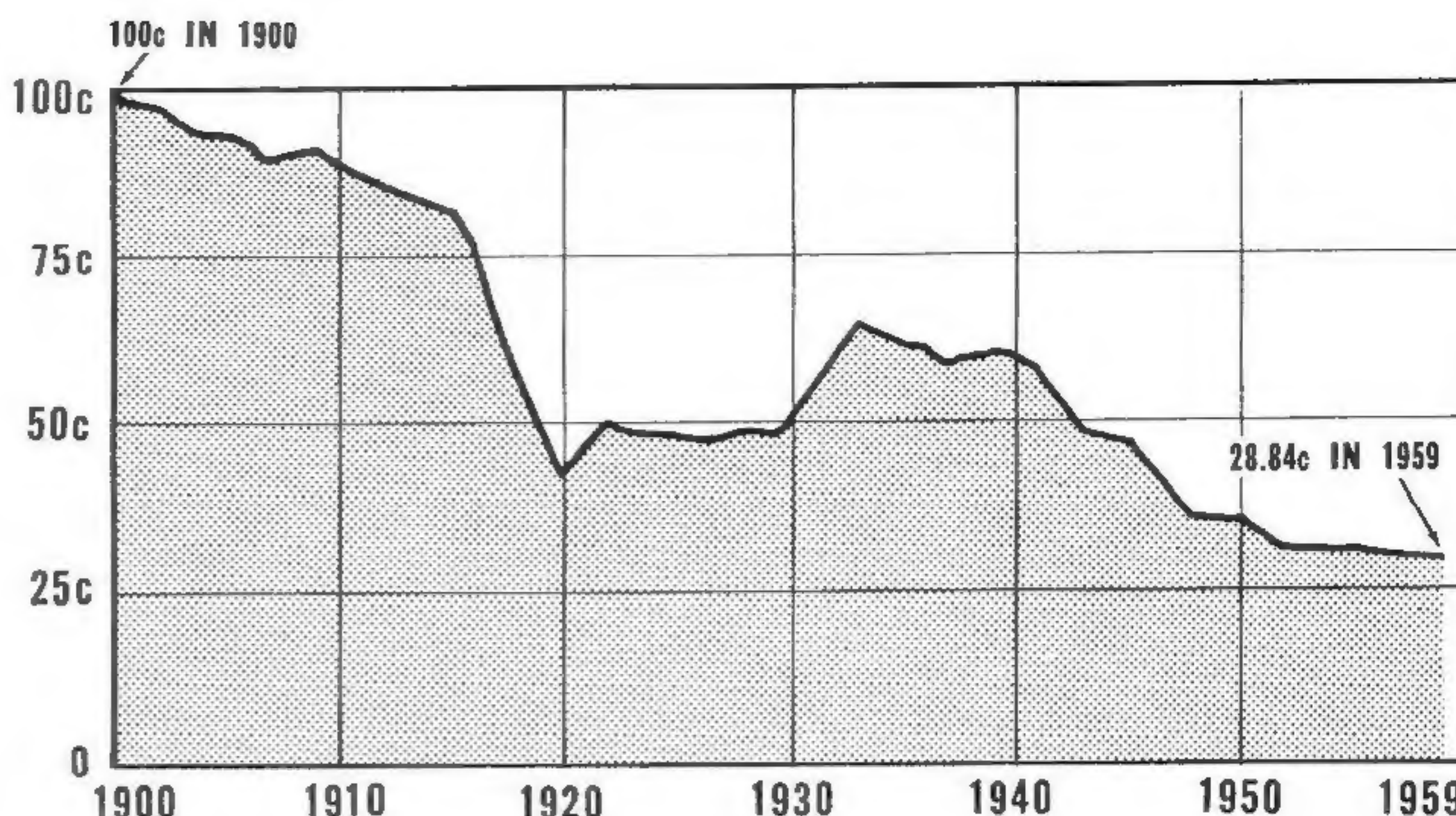
SEAT BELTS SAVE LIVES

RESearch conducted by Cornell University shows that the frequency of serious injury is reduced from 35 to 60 percent when seat belts are in use at the time of an accident.

Cornell scientists estimate that seat belts could save 5,000 lives each year if generally used by the motoring public.



THE DECLINING VALUE OF THE DOLLAR



SOURCE: National Bureau of Economic Research and Bureau of Labor Statistics

THE STORY OF NEEDLESS GOVERNMENT SPENDING AND THE DECLINING VALUE OF THE DOLLAR

OUR American dollar is worth less today than at any time in history; less than when our Constitution was adopted.

In this 20th Century, within the lifetime of many persons still working, the purchasing power of the dollar has dropped from 100 cents to less than 29 cents, as shown in the above graph. The value of savings and pensions and insurance has dropped accordingly.

This is how inflation destroys the rewards of hard work and thrift.

This is how prices have been pushed up.

This is one reason that taxes keep going up.

This is a fact of life that should be thoroughly understood by every American.

Perhaps you can help spread such an understanding among your neighbors and business associates.

The chief cause of inflation is not hard to identify. It is excessive, deficit spending by the federal government.

AMERICA HAS AN ALLY MORE POWERFUL THAN BOMBS

WHETHER you call it religion or honor or decency, we earnestly believe it is a limitless power. Not as a substitute for hard work and wisdom but as an ally to them.

The world has struggled for centuries against barbarians, aggressors; cruelty, greed. If we have made no progress, we aren't worth saving. But we have progressed—look at hospitals, child labor laws, peaceful science, help to former enemies, free libraries, countless unselfish charities, \$100 billion to less-favored countries.

Yes, we have a long way to go, but haven't we come a good way too?

Most Americans know they still have a very long way ahead, toward true civilization, and are trying to get there.

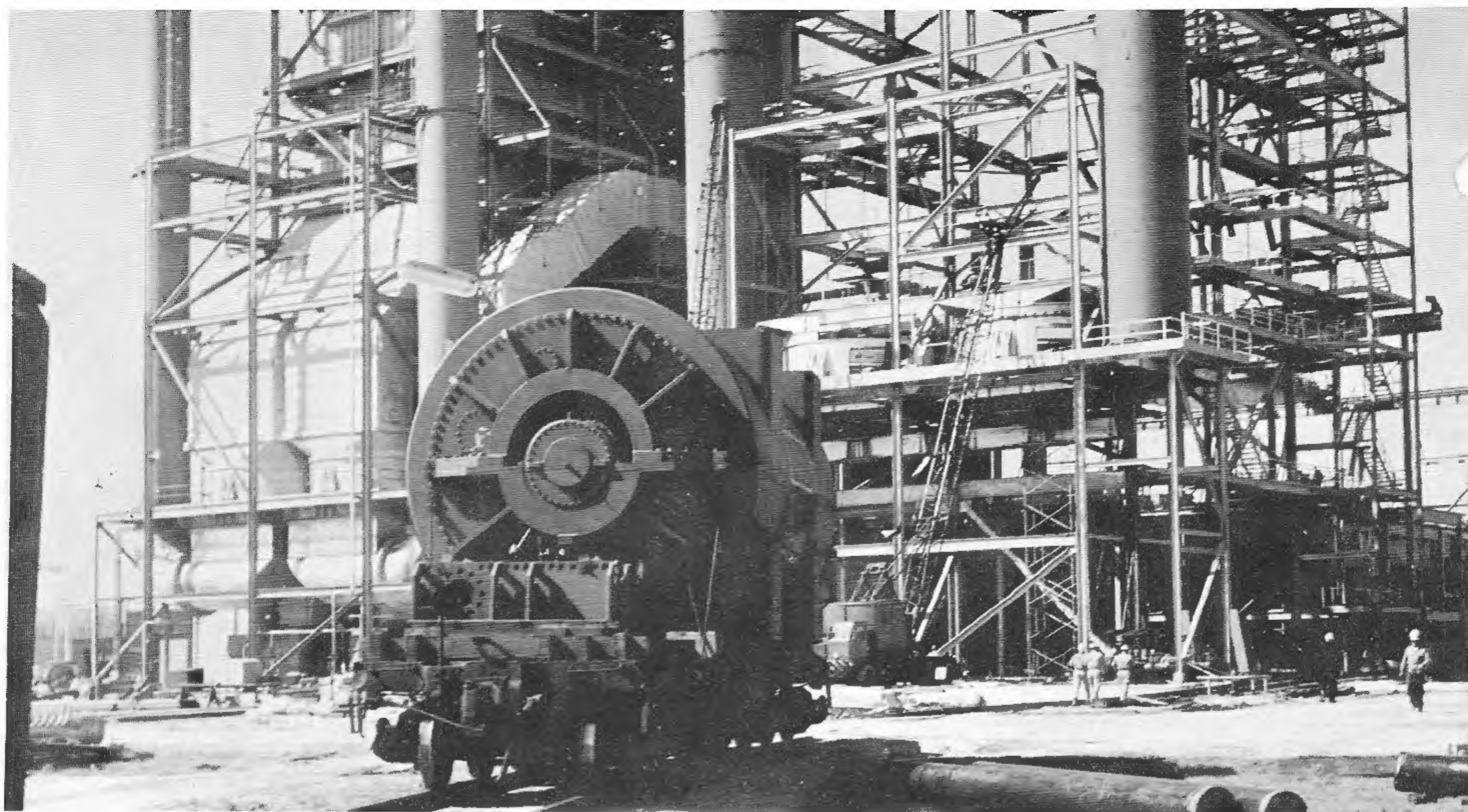
A nation, a people, a single person doesn't improve without outside help. We have had it. And we believe for a purpose—perhaps an avenue, a vehicle, to help the world improve. No, we're not any favorite people—we're just a demonstration of what decency can do—a proof—a beacon perhaps.

We didn't do it alone. And if we demonstrate the firm courage that comes with decent accomplishment, we're not going to be left alone now.

Abraham Lincoln on Free Enterprise

The prudent, penniless beginner labors for wages a while, saves a surplus with which to buy tools or land for himself, then labors on his own account another while and at length hires another beginner to help him.

This is the just and generous and prosperous system which opens the way to all, gives hope to all and consequently, energy and progress and improvement to all.



In board of directors action, February 8 . . .

Mr. Morrison Re-Elected President; Mr. Johnson Elected to Board; Construction Budget of \$32 Million Approved

THE board of directors, meeting in Beaumont on February 8, re-elected Mr. Morrison president of our Company to fill the vacancy created by the death of the president-elect, Ralph E. Cargill, on December 20. This is in addition to Mr. Morrison's position as chairman of the board, to which he was elected January 1.

Fred F. Johnson was also elected to the board. Mr. Johnson was named vice president and manager of the Lake Charles Division effective January 1.

Following the meeting, Mr. Morrison announced that the board had approved the \$32,000,000 construction budget for 1963. About \$16 million of this amount will be for construction projects that were under way prior to 1963 and the rest is for new work to be started this year.

The total contemplated program, either to be completed or started in 1963, amounts to \$50.5 million, Mr.

Morrison said. The present estimate is that \$142 million will be required for construction during the years 1963, 1964, 1965, and 1966.

This year's budget is some \$6 million under that for last year, Mr. Morrison noted. He explained this is partially due to an accelerated building program which allowed some jobs set up in long-range planning for this year to be initiated during the latter part of 1962.

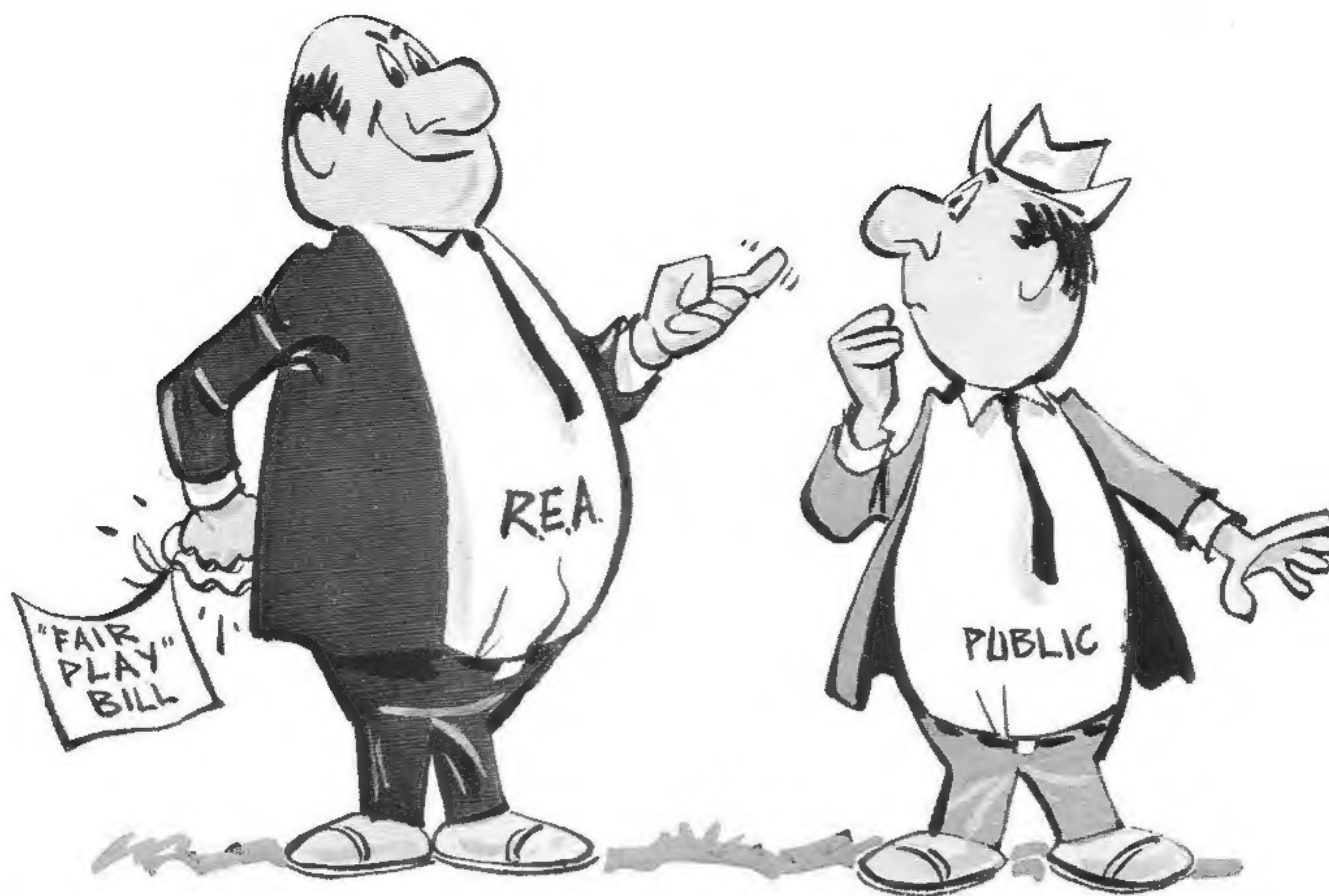
Another factor in the lower budget for this year is the tapering off of power plant construction. Work will continue on the 220,000 kilowatt No. 2 unit at Willow Glen toward an in-service target date of December and it is expected that the conversion of River-side to full automatic control will be completed by May. The start-up of Willow Glen No. 2 for commercial operations will push our Company over the two million kilowatt-capacity mark to 2,181,000.

The 1963 budget provides for the

completion of 125 miles of new transmission lines and 100 substation projects. The substation projects include 18 new substations, 16 of which will be started this year. The other two were started in 1962. In addition to these completions, many other jobs will be started this year and carried over into 1964.

In other action, the board declared the regular quarterly dividend on seven series of outstanding preferred stock and a dividend of 28 cents per share on the more than 10,000,000 outstanding shares of common stock.

Directors attending the meeting presided over by Mr. Morrison were Messrs. Alan W. Hastings, Roy S. Nelson, Will E. Orgain, Elbert L. Robinson and L. M. Welch of Beaumont, Munger T. Ball of Port Arthur, Edward H. Taussig of Lake Charles, Harold E. Brown, Charles P. Manship, Jr., and Eldon A. Werner of Baton Rouge, and Edwin W. Hiam of Boston.



YOUR STAKE IN REA CO-OPS' PROPOSED LEGISLATION

By E. L. ROBINSON
Vice President

PERSONS dedicated to complete federal government control of our industry are working harder than ever toward that goal.

The latest "public power" threat is in the form of a bill which was referred to the Texas Senate Committee on State Affairs on February 4. The bill calls for the amendment of certain sections of an act known as the "Electric Co-operative Corporation Act," passed by the 45th Legislature in 1937 and amended in 1957 by the 55th Legislature. The present bill has been labeled S.B. 221.

A somewhat similar bill, known as the Territorial Integrity Act or "Fair Play Bill", was defeated in Louisiana last year. It will probably be introduced there again in 1964.

While the Texas REA co-ops are not seeking to introduce the Territorial Integrity Act in its entirety into the 58th Legislature, some sections of S. B. 221 include many provisions of the Act which would remove restrictions placed on the co-ops by the Texas co-op act of 1937 while other sections ask for more authority than set forth in the suggested model act.

Wants to Remove Original Restrictions

For years the top officials of the Rural Electrification Administration in

Washington have been urging Rural Electrification cooperatives to seek state legislation which would remove restrictions incorporated in the original state acts creating the co-ops. The present state acts are consistent with the Federal REA loaning statutes.

Wording of the Rural Electrification Act, passed in 1936, made it very clear that the REA co-ops were to be established for the purpose of "... furnishing ... electric energy to persons in rural areas who are not receiving central station service ..."

Certain sections of Senate Bill 221 have eliminated any reference to "rural areas who are not receiving central station service ..."

Section 3 (1) of the 1937 Act states the purposes of co-ops in Texas as follows: "The furnishing of electric energy to persons in rural areas who are not receiving central station service." Section 1 of S.B. 221, if passed, would amend this to read: "The furnishing of electric energy to any structure, apparatus, or point of delivery located in a rural area." Also S.B. 221 does not define the areas to be served by a co-op. By not defining area to be served the bill would allow the co-ops to achieve their ultimate goal—to serve both rural and non-rural areas.

Rural Electrification Job Nears Completion

The very worthy job of rural electrification has been done. With about 98 per cent of the farms and rural customers now being served (43 per cent by investor-financed companies like ours) the REA has chosen to move into serious competition for urban customers and commercial and industrial loads. The REA recently affirmed this move by drawing up the Territorial Integrity Act, which they are actively trying to have enacted by each state legislature.

The Washington-directed proponents of this act say it is designed only to protect the integrity of the REA service areas. In reality, the "Territorial Integrity Act" will broaden the service of electric co-ops above and beyond the original intent of the REA Act, which was to serve rural customers only. Through this act the REA is seeking the right to continue expanding in urban areas—even in city limits already franchised to investor-owned power companies.

In Louisiana, the "Territorial Integrity" act was defeated by an eleven to five vote in Judiciary Committee A, but it managed to get to the House

(Continued on next page.)

floor on a minority report where it was again defeated 60 to 25.

The city, county or parish, and state governments will certainly feel the squeeze on tax revenues if this bill is passed. Since the REA co-ops pay no federal income tax and very little state or local taxes, all levels of governments stand to lose if this expansion is permitted.

In 1960 the 77 REA co-ops in Texas paid \$760,498 or 1.73 per cent of revenue in total taxes. The 12 investor-owned electric companies of Texas paid \$159 million or about 26 per cent of their revenue in taxes of all types. Our Company alone paid \$2,796,543 for state, county, school, and franchise taxes in Texas in 1962.

Bill Gives REA A New Power

If passed, the amendments to the "Electric Cooperative Corporation Act"

will do the following:

1. Release the REA co-ops from any restrictions as to service to any facility located outside of the corporate limits of an incorporated city.

2. If the co-op is serving an area (and it will be noted that the word "area" is not defined in the bill but might be held to include a large territory even though the REA had only one customer in it), the REA may continue, without franchise, to thereafter serve the customers it had previously served in annexed areas.

3. It can serve any structure, apparatus or point of delivery up to 1,500 feet from its distribution lines although service is available from another source and if service is not available from some other source the co-op may go any distance from its distribution lines to serve a customer within such annexed area.

This bill can in no way enhance the image of the REA co-ops and it can

possibly cause the whole REA program to fall into much disrepute.

The co-ops included an "Emergency Clause" in the bill asking the Legislature to suspend the Constitutional Rule requiring bills to be read on three sever days so that the Act shall take effect and be in force from and after its passage.

Study Provisions Carefully

Now is the time for us to let it be known that the original objective of REA to serve the farm and rural people "not having Central Station service" is being misdirected by people whose true interest does not lie with rural electrification.

Make it a point to study the provisions of the amendments to the "Electric Cooperative Corporation Act", form an honest opinion based on facts and contact our state legislators with a request for appropriate action.

MAKE YOUR VOICE HEARD IN TEXAS GOVERNMENT

YOUR spokesmen in your state government cannot do a good job of representing you unless they know and understand your views and you, in turn, understand their problems. They need and want the opinions of all of their constituents—if they can get them—regardless of party affiliation.

Your legislators cannot possibly know how pending or prospective legislation will affect you, your business, your family, your future—unless you tell them.

They cannot have expert knowledge of everything upon which they are required to pass judgment. Therefore, they particularly welcome the help and advice of those among their constituents who are well informed on various subjects which come up for consideration.

The more frequent and extensive the exchange of views between members of the legislature and the people back home who they represent, the better our form of government functions and the stronger our state grows.





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Sam F. Collins
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District 8 (Orange)
Clyde Haynes, Jr.
 Hwy. 12, P. O. Box 1235
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District 9 (Jefferson)
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Place 2 **J. D. Weldon**
 1937 9th St.
 Port Arthur, Texas

Place 3 **Carl A. Parker**
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 Port Arthur, Texas

Place 4 **Will L. Smith**
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Milton Schiller
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District 4 (Jefferson, Orange)
D. Roy Harrington
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 Port Arthur, Texas

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Mrs. Neveille Colson
 Navasota, Texas

District 11 (Robertson, Brazos, Limestone, Burleson, Falls, Freestone, Lee)
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QUEST FOR PROFITS brings variety of products to the customer at competitive prices and contributes to high standard of living for which America is known throughout the world.

while the least efficient producer is selling his product at an actual loss as he tries to catch up with the efficiency of the profitable company. The unprofitable company, in its efforts to become profitable, may score a break through in technology and find itself able to reduce the price and still earn a profit. It will do so to increase the number of its customers.

Thus the buyer gets a lower price, while the once-lagging company is able to earn a profit again. Other companies must then meet the lower price, or lose their customers—regardless of whether they can earn a profit or not.

So it can be seen that attempts to earn profits actually can lower the price to consumers. An unprofitable company cannot earn a profit simply by charging the public more, because ordinarily it cannot charge more than its competitors.

High profits, then, do not mean high prices. Businessmen are aware that it is the company which is able to lower its costs and thus lower its prices which is able to enlarge its business and become more profitable.

It is interesting to note that prices of manufactured goods have risen hardly at all in recent years, while other prices, wages and taxes have climbed steadily.

How Large Are Profits?

In 1951, a survey was made which showed that 40 per cent of the general public thought profits were "too high." However, when asked what a fair profit would be, most people said ten per cent on sales or ten per cent on invested capital. This "fair" profit was about twice as much profit as business was actually making at this time when so many people thought profits were "too high."

In fact, such surveys generally show that while many of the public believe profits to be "too high", they think a "fair" profit would be more than business has ever earned! And one survey shows that the public generally believes profits to be four times as large as they actually are.

The First National City Bank of New York, which compiles the profit statistics on leading manufacturing companies, report that in 1960 the average profit on a dollar of sales was 5.4 per cent.

The U. S. Treasury has published figures which show that in recent years more than a third of all corporations actually have made no profit, but operated at a loss.

Where Does Profit Come From?

II

(Second of five articles)

Profits and Prices

PROFITS often are called "earnings."

Profits are earned when a company is successful in offering goods or services at a price the public is willing to pay and which exceeds all the costs to the company of producing what it sells.

Unlike employees, whose payment for services is sure, owners of businesses are not sure of any return at all for their investment and their work. They must meet all of their obligations—wages, salaries, taxes, materials, utilities, rent, interest, advertising, etc.—before they can realize a profit. The profit is earned by risking the owners' investment of capital, by providing a service to the public, and by efficient management of the business. The profit is realized out of the price that the public pays for the product or service.

The price charged is no indication of the size of the profit. For example, there may be three stores selling cigarettes in your neighborhood. The price per pack may be 25 cents in one, 27 cents in the next, and 30 cents in the third. Yet, the store which sells the cigarettes for 30 cents may be making no profit at all, while the others are profitable.

This is possible because of the difference in the volume of business from one store to another, and because of the difference in costs and efficiency.

In industry, there are usually several or many makers of a particular standard product—such as a chemical or metal. Competition ordinarily forces all to charge the same price for the product, because buyers will not willingly buy from a maker who charges more than the lowest price.

The market price may yield a good profit to the most efficient producer,

NEXT: Profits and the Community.



PRESENTED AWARDS FOR LIFESAVING. Lewis E. Roberts, center, and Clyde H. Nugent, right, are being presented Awards of Merit by Chairman of the Board Morrison for saving the life of a Eunice, La., man Jan. 3. The two men, Orange residents and employees of Orange T&D, were part of a line crew working near Mauriceville when Glen Overshiner, an employee of the Missouri Pacific Railroad, was knocked unconscious by electrical shock. Roberts and Nugent revived him with mouth-to-mouth resuscitation and closed-chest heart massage. The two men were presented the awards at the annual safety dinner in Beaumont January 30.

Glen Overshiner, also a railroad employee, had just placed his hand on the door handle to enter the truck. Mr. Overshiner was knocked unconscious by the electrical shock.

Mr. Roberts saw him fall to the ground. He and Mr. Nugent rushed to give Mr. Overshiner aid. Mr. Roberts began to give him mouth to mouth resuscitation after removing the victim's upper plate.

Mr. Nugent upon checking could not find any evidence of heart beat or pulse. He then began to give the injured man External Heart Compression to circulate the blood being oxygenated by Mr. Roberts. Mr. Overshiner was revived and began to breath on his own and his heart began to function normally. He sustained electrical burns on his right hand and right foot.

The line crew had completed transferring a conductor to a new pole and were completing routine work nearby when the line broke.

Mr. Morrison also commended the entire crew for their presence of mind and application of their safety training and knowledge.

During annual safety dinners . . .

Two Orange Employees Honored for Saving a Life

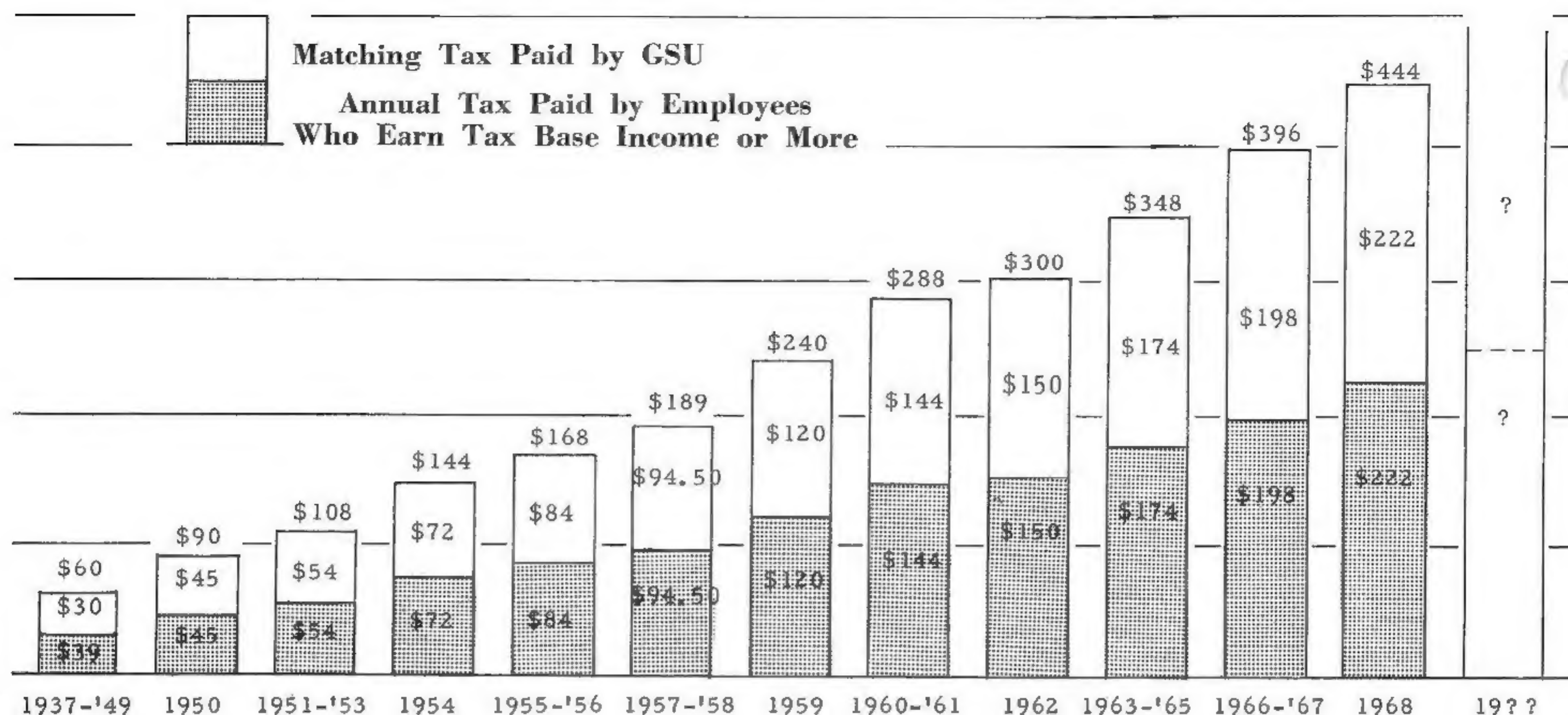
TWO Orange District T&D employees, Lewis E. Roberts and Clyde H. Nugent, have been presented "Awards of Merit" for their part in the application of Heart-Lung Resuscitation which saved the life of an Eunice, La. man. The awards were made by Chairman of the Board Morrison at the Beaumont Division employees annual safety dinner on January 30.

On January 3, Mr. Roberts and Mr. Nugent were members of a line crew working close to the Missouri Pacific right-of-way near Mauriceville when an energized conductor carrying 7620 volts broke and fell across a truck parked nearby. H. W. Isdale, an employee of the railroad, was inside the truck and

RECEIVE SAFETY RECOGNITION. C. P. Shirey, standing, left, safety and training manager, and Frank Jones, safety director, present Rex Lee, seated left, manager, Beaumont Division, and Perry Sanderson, president of IEWU, the President's First Place Award in the personal safety section for the division's on-the-job safety frequency of zero, a safety plaque and the Edison Electric Institute's Safety Achievement for working three million manhours without a lost time accident. All employees are honored for their safety records annually during January, February and March with a series of dinners. The President's Award for on-the-job safety was won last year by four of the Company's five divisions and the Baton Rouge Division employee have worked in excess of four million consecutive manhours without a lost time accident. Navasota Division employees were awarded all three President's First Place Awards—personal injury section, motor vehicle section, and off-the-job section.



INCREASES IN SOCIAL SECURITY TAXES



A CONTINUED GROWTH. This chart shows what has happened to the cost of Social Security since the plan started in 1937. Both employee and employer have had increase upon increase in yearly tax,

(Based on an article in *Baton Rouge Esso News*)

from \$30 each in 1937 to \$222 already set up for 1968. And if present liberalization ideas go through, there's not much telling how high the cost to employee and employer will climb after 1968.

Benefits stay the same, but . . .

Social Security Tax Goes Up Again

THAT'S right—Social Security Tax deductions have gone up, even though benefits remain the same. You found this out with your first paycheck for this year.

The reason for the reduction in take-home pay is this: our Company is required to deduct more from your earnings in order to pay Social Security Taxes. Effective January 1, employees' Social Security Tax jumped from 3 1/8 per cent to 3 5/8 per cent (of the first \$4,800 of earnings), with no increase in benefits.

For most of us, the new rate means a year's tax of \$174—\$24 more than the amount paid last year.

Company Pays Half

And here's a fact that many of you don't know for every cent you pay in Social Security Tax, our Company must pay an equal amount into the employee's Social Security Tax account. The estimated Social Security Tax for our Company's more than 2,800 employees in 1963 will be \$975,000. Half of that amount will be paid by Gulf States, the other half by Gulf Staters.

That's only part of the story. Two more increases of 1/2 of one per cent each are on the way. Scheduled for 1966 and 1968, the additional increases will boost the Social Security Tax rate to 4 5/8 per cent for both employee and employer. This means starting in 1968, the yearly tax for most employees will be \$444. Of that amount, \$222 will be paid by the Company and \$222 will be paid by you.

The government says these continued increases are necessary merely to raise the money needed to pay benefits at present levels. The 1963 increase marks the ninth time Social Security Taxes have been raised since the system was started in 1937. And all nine increases have been crowded into the past 13 years.

Since the Social Security Act was passed in 1935, in order to provide retirement income for the aged, it has been broadened a number of times. Benefits have been liberalized, new features have been added and more people have been covered. In 1940, for example, the maximum retirement bene-

fit for a worker retired at 65 was \$45.60 a month. Now the maximum is \$127 (and the minimum is \$40).

Costs Skyrocket

The total cost of the Social Security program rose from \$5.7 billion in 1955 to \$10.8 billion in 1960. Current estimates place the 1970 cost at more than \$20 billion.

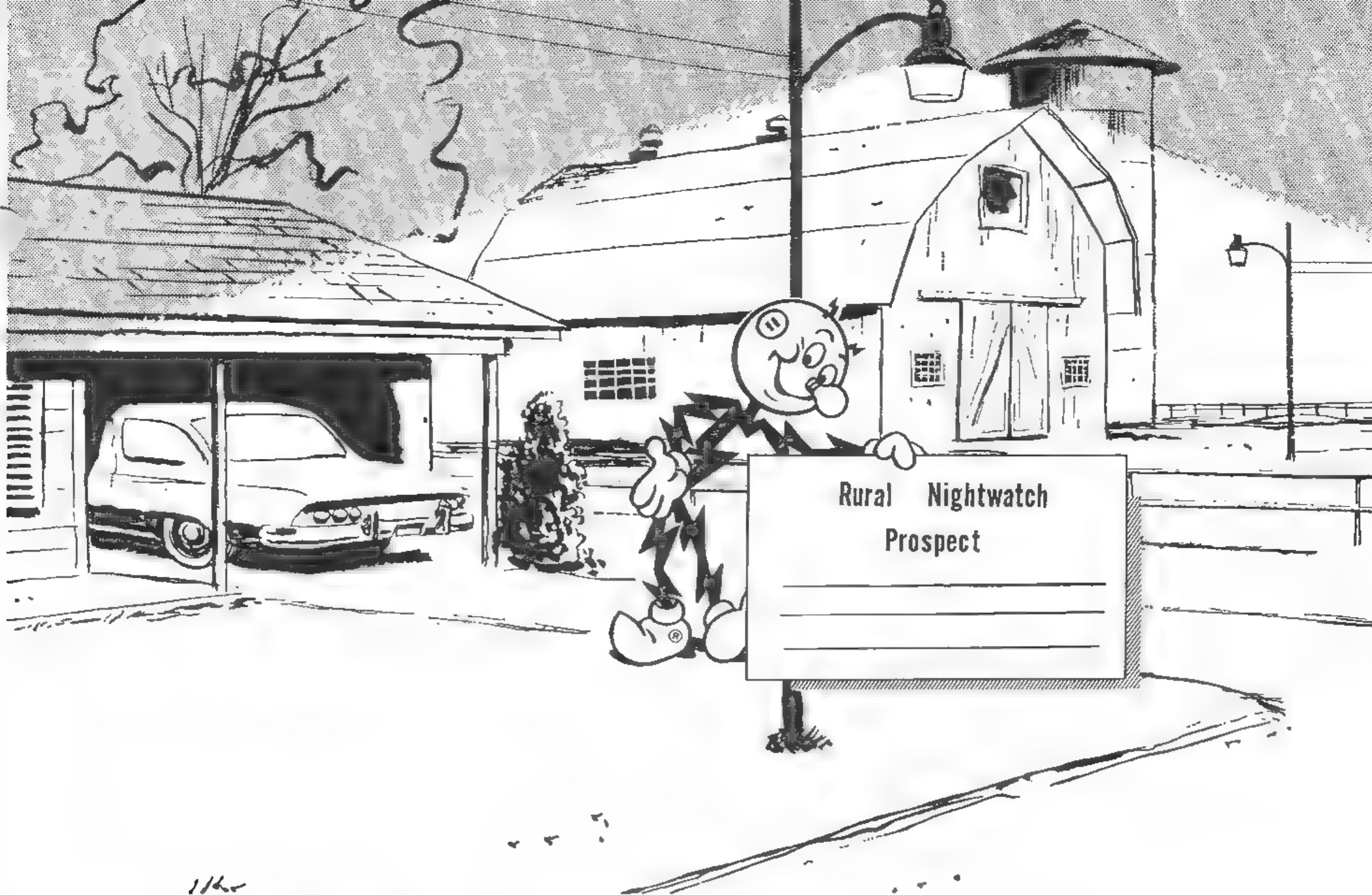
In spite of all these rising costs—which come out of the pockets of employees and employers—Congress has been considering a number of changes for liberalized benefits. And that can lead only to still higher costs.

The proposed changes include:

- (1) Increasing the old age, disability and survivor benefits by 10 per cent.
- (2) Lowering to age 60 the age at which old age benefits can be paid without discount.

- (3) Providing medical and hospital benefits—commonly called "Medicare"—for people eligible for Social Security.

Addition of any one of those measures to the Social Security program could add as much as \$2 billion to \$3 billion annually to future taxes.



In rural nightwatch lighting sales contest . . .

Anyone Can Be a Salesman

. . . and get "Best Gifts in Life" for free

YOU can get the "Best Gifts in Life" for free if you're a salesman.

Every employee can be a salesman in the Rural Nightwatch Light Service campaign which will be conducted by our Sales Departments February 15 through May 15.

All you have to do is talk to our rural customers and interest them in letting our Company install an outdoor lighting system especially designed for our rural customers. For just a few minutes of conversation with your neighbors, friends and relatives you can receive 1,000 trading stamps.

That's right! Our Company will present you 1,000 trading stamps for each prospective customer you talk to who signs a contract for a rural light.

In addition, you'll be helping to safeguard your rural neighbors and help them add more light hours for work and play. A new Mercury Nite-Lite will be installed on an existing pole and maintained by our Company for about \$3.25 a month, added to the customers electric bill.

All details regarding this campaign are being mailed to each employee this month.

Contest Rules

Here's the information you will need concerning the installation and some of the rules to follow to qualify for the 1,000 trading stamps:

- (1) **This unit is intended primarily for rural installations.**
- (2) Location of unit is subject to approval of division sales superintendent.
- (3) **Turn in only prospects whom you have contacted personally and whom you have determined are bonafide prospects.**
- (4) A sales representative will take care of the final sales call and having the contract signed by the customer.
- (5) If in doubt about whether a person is in an area where we want to install this service, check with your local sales department before contacting this person.
- (6) All prospect forms must be dated and signed by the prospect.

- (7) **Prospect must take service from Gulf States and become a bonafide sale within 60 days to qualify employee for the 1,000 trading stamps.**
- (8) In case of duplicate prospect cards the date will determine who obtains the stamps. Identical dates or other questions will be decided by division sales superintendent.
- (9) **Units are installed only on our poles where existing secondary is available and space permits safe installations.**
- (10) If a customer should desire an additional pole and the locations is within one span of our existing secondary facilities a charge of \$50 will be made for the installation.

Yes, the "Best Gifts in Life Are Free," and the more prospective customers you dig up the better are your chances for obtaining more of these "Best Gifts."

*In Beaumont, Baton Rouge, Lake Charles, key
personnel learn in department heads meetings
how we must work at . . .*

Selling Kilowatthours and Knowledge

*. . . to meet today's challenges
and competition*

KEY departmental personnel and members of our entire sales force were presented our Company's 1963 sales program in department head meetings in Beaumont on January 28, in Baton Rouge on January 29, and in Lake Charles on January 31.

The program was presented by L. V. Dugas, superintendent of commercial and industrial sales, Vic Gayle, superintendent of residential sales, and Ken Sutton, director of advertising. Presiding at the meetings was E. L. Robinson, vice president and general sales manager.

Commercial-Industrial Sales Results

Mr. Dugas reviewed our 1962 Commercial-Industrial sales results during his presentation. In 1962 we added 212 heat pumps, 8,289 Kw in commercial cooking equipment, 26,762 Kw in commercial lighting, 5,368 Kw in electric heating and 24,326 Kw in miscellaneous power, ventilation and air conditioning loads. The total commercial load connected amounts to 64,745 Kw representing \$2,350,000 in estimated revenues.

The Industrial Department connected 73,760 Kw representing \$3,193,000 in annual revenues. Our Area Development department was successful in establishing 14 new small industries, expansions in four plants, plus four new plants now under construction. These plants resulted in the employment of 460 people.

Need to Meet All Competition

Mr. Dugas warned that we must be ready to meet sharply intensified competition—from government developments, other utilities who compete to get new industries for their service areas, manufacturers who build equipment using other fuels, the oil industry, and the gas utilities. "It is our responsibility to keep our customers in

formed and sold on modern electrical equipment and systems so that the challenge of competition can be met," he said.

He pointed out that in 1963 the Commercial Department expects to sell 8,000 Kw in commercial cooking, 25,000 Kw in lighting, 1,200 tons or 240 heat pump units and 5,500 Kw in commercial heating. The Area Development Department will continue its very active program in letting industry know what great opportunities await them in our service area, and the Industrial Department has known loads to be connected of 71,500 Kw which should result in \$2,700,000 in revenues.

Industry's Greatest Challenge

"Nothing happens until somebody sells something," Mr. Gayle told the assembled personnel. "And that is our job for 1963."

He told them that he believes that it is the residential load which presents the greatest challenge for growth to most utilities today. He went on to tell them, "No one really wants the product we have to sell. A kilowatthour has no consumer appeal. Possibly the one time that a kilowatthour does have inherent appeal is when there is a power failure. This lack of consumer appeal puts us against a rather unique problem among consumer goods manufacturers. Most manufacturers make products for which there is a rather substantial and measurable consumer desire. There is, of course, plenty of demand for electricity, but there is really no desire for it. Nobody longs for electricity in and of itself; there is less active desire for a kilowatthour than for any consumer product I can think of. What people do long for is refrigerators, automatic toasters, electric hair dryers, TV sets and vacuum cleaners—the things that are powered by electricity. Once they have acquired these appliances, there is still no desire

for electricity, but there is consumer demand. Then in order to increase our own market, we must succeed in selling what someone else makes."

He went on to point out, "Our great future in residential selling lies in these advantages: value in appliances, value in low cost of electric service, value in the fact our industry is the only one that can think TOTAL home. It is this TOTAL concept that we will continue to sell . . . This total electric concept will make the other types of homes just as old fashioned as high button shoes before the next decade arrives . . . if we ALL sell!"

The Job of Selling Industry to Customers

Mr. Sutton told of a different kind of sales job which confronts all of our industry. That job is to sell knowledge about our company and industry to more people.

"There are some who believe that if we don't get busy doing a better job of selling knowledge about our Company along with kilowatthours, evil in the form of government subsidized ownership will triumph before too many



Mr. Robinson

years. That will be bad for those of us who believe in and make our livelihood from investor-owned electric companies.

"It has been proven time and again that the more people you can tell about the investor-owned electric industry and about so called public ownership and co-operative ownership, the more converts you make for the investor-ownership cause."

Areas in Which To Sell Industry

Mr. Sutton pointed 20 areas in which we must sell the fact to a greater degree than at present:

1. Companies are investor-owned and business-managed; they are not owned and operated by government.
2. The investor-owned electric utility industry will continue to provide an abundant power supply for all America's needs.
3. Electric utility companies are soundly regulated by appropriate government bodies.
4. Prices are fair and service is good.
5. Companies are good citizens wherever they serve.
6. They are conducting advanced research and development.
7. They are attracting good people to work for them.
8. The United States leads the world in power supply; it has nearly three times the capacity of second ranking Russia.
9. The investor-owned electric utility industry pays more in total taxes than any other industry.
10. It spends more than any other industry each year on new plant and equipment.

11. The investor-owned industry has a vast interconnected system, and is constantly expanding it.
12. Many companies are spending hundreds of millions of dollars to make atomic energy competitive before 1970.
13. All facilities needed for power supply can be financed by the electric utility companies in the free market.
14. There is no need for government to spend taxpayers' money on power projects.
15. There is no need for a Federal transmission grid.
16. There is no need for Federal operation of atomic power.
17. Government power customers don't pay their share of taxes.
18. Government power customers are subsidized through lower cost of money to government power projects.
19. Government-sponsored power suppliers get preference in the purchase of electricity from government power projects.
20. REA co-operatives are being used to advance government power.

A Need for Knowledge

"Public opinion surveys made over the years by the industry and by individual companies have shown that a surprisingly large segment of the population is ignorant regarding these subjects," he brought out.

"The average knowledge of our business must be improved if we are to have relief from continuing government encroachment and be permitted to conduct our business in an orderly manner.

"First, of course, we should be informed ourselves.

"Fifty-four per cent of our customers say they know one or more employees. Surely, if we take only reasonable advantage of these acquaintanceships we can do a lot to achieve better understanding.

Mr. Sutton went on to say that our contact programs and advertising are doing some good because the opposition is getting as concerned as we are. He also said that the industry is planning to spend 16 million dollars in advertising to tell our industry's story, but the job can't be done with advertising alone, the program must be augmented by personal contacts.

NRECA Angered By Industry's Program

Mr. Sutton read the article that appeared in Electrical World of January 21 showing what our program has stirred up:

"Angry rural electric co-op leaders vow counterattack against investor-owned utility criticism of REA lending policies. In Las Vegas, Nev., where the National Rural Electric Cooperative Assn. last week held its 21st annual meeting, it was apparent that the co-op leaders are smarting under the power companies' attack on such things as 2% interest on co-op loans, REA secrecy, and G&T loans.

"To combat the criticism, the co-op leaders backed resolutions calling for investigations by Congress and other agencies into use of utility funds for lobbying and advertising, and into what the co-op men called "territorial invasion tactics and campaigns." The NRECA voting membership also resolved to step up their own public relations program and urged individual co-ops to hire full time public relations men."



Mr. Dugas



Mr. Gayle



Mr. Sutton

Total-Electric Living Selling Points Stressed

*. . . in residential sales
dealers dinner*

MORE than 500 area appliance dealers, their sales personnel and the 87 members of our Company's Residential Sales Department got a preview of how our Company will help the dealer sell his electric ranges and dryers during 1963 at sale campaign kick-off meetings in Beaumont, Port Arthur, Lake Charles, Baton Rouge and Lafayette.

Vic Gayle, superintendent, Residential Sales, reviewed last year's sales results, both on the local and national level, the current market conditions and the added value of appliances today for consumers as compared with other goods which have increased in price.

The dealers were introduced to the main selling points of the electric range and dryer in two skits. The range demonstration skit very ably brought out the proof of performance. It showed how the dealer could use benefits to sell electric cooking rather than price.

The second skit supplied the dealers with some competitive information on the electric versus other types of clothes drying during a telephone conversation between two housewives.

The skits were presented by N. T. "Bert" Foster, manager sales training and dealer development, South Texas District, General Electric Company in Houston, and Leonora O'Neal, director of home services. They were assisted by a home service advisor and a residential sales representative at each of the meetings—Beaumont, Arthur Wilson and Lorna Moncrief; Lake Charles, Joan Carter and Charley Callahan; Baton Rouge, Harriet Babin and Ed Roberts; Port Arthur, Becky Jones and W. M. Ingwersen; and Lafayette, Franceen Delahoussaye and Horace LaCombe.

The nine campaign selling aids offered by the Residential Sales Department to help area dealers sell more electric ranges and dryers during 1963



DEALERS SALES KICK-OFF MEETINGS. This group of Baton Rouge appliance dealers, salesmen and wives were among the 500 area electric appliance dealers who attended the 1963 residential sales meetings held last month throughout our service area.



LEARNING TO LIVE ELECTRIC. Becky Jones, home service advisor, Port Arthur, sobs out her problems on her first wedding anniversary as Leonora O'Neal, director of home services, Beaumont, sets her straight on electric clothes drying.

were introduced by Joe DeJean, supervisor of residential sales promotion. At each meeting a home service advisor emphasized each point brought forth by Mr. DeJean's presentation with the dances of "the nine sales."

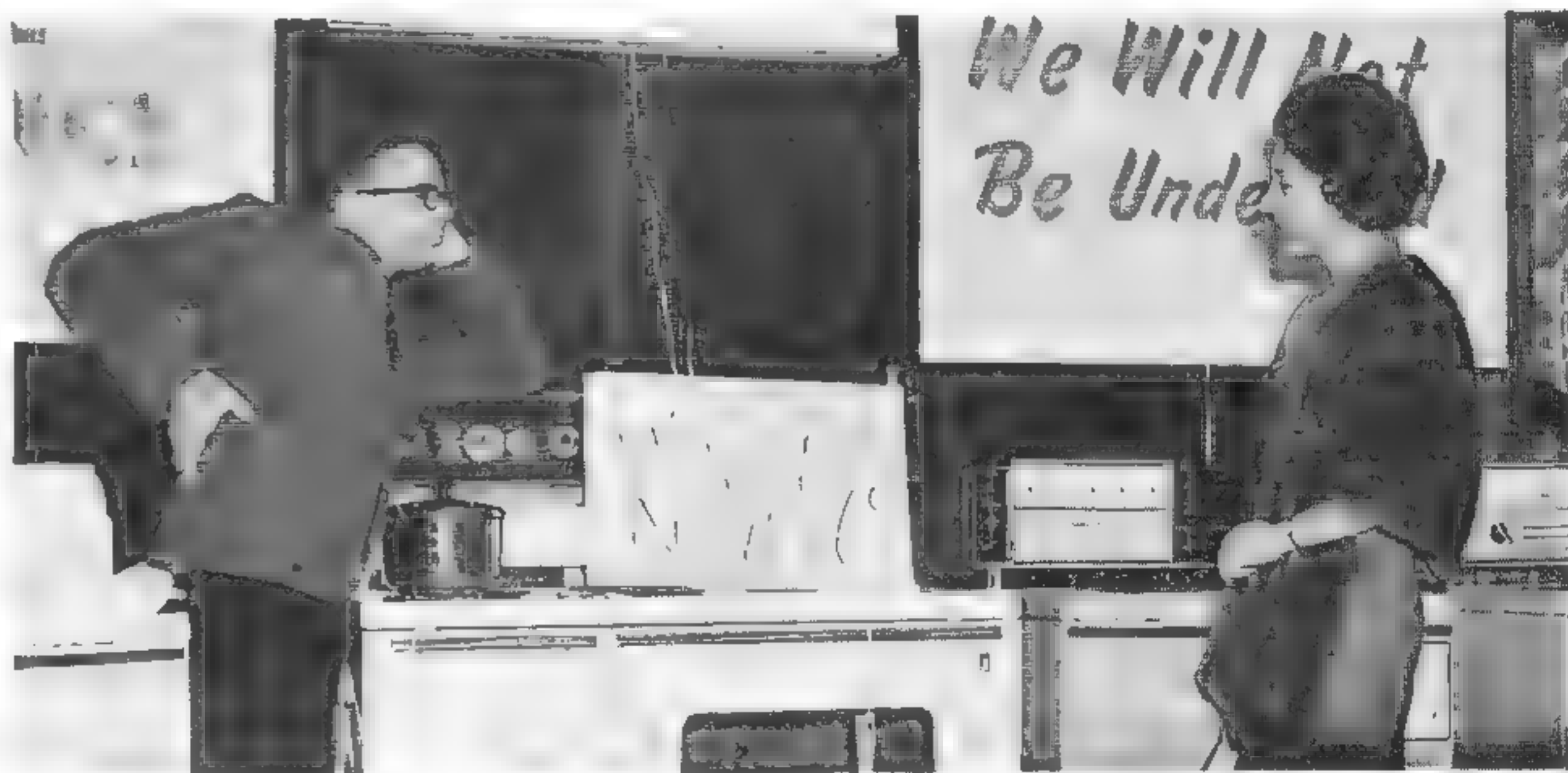
The aids offered by our Company are: company advertising in area newspapers featuring the Company's offer of a \$20 gift certificate on purchase of a range or dryer; display posters for the dealers' sales floors-telling customers about the \$20 they'll save when they buy a flameless range, dryer, or washer-dryer; commercials on both television and radio; full outdoor billboard showings; posters on all Company trucks; a \$5 bonus on every flameless range and/or dryer sale; extra \$20 wiring allowance for the range installation; the assistance of our home service advisors in presenting salesfloor demonstrations during the campaign; and each gift certificate has space for addressing to prospective customers with dealers' names imprinted.



SELLING IN '63. Vic Gayle, superintendent, System Residential Sales, Beaumont, tells dealers "nothing happens until somebody sells something" as he announces the sales quotas for 1963.



SELLING THE SALES POINTS. Bert Foster, manager, sales training and dealer development for General Electric's South Texas District, brings out the proof of performance of electric cooking for Mrs. Newlywed, Joan Carter, home service advisor, Lake Charles.



SELL BENEFITS, NOT PRICE. Ed Roberts, residential sales representative, Baton Rouge, as an appliance salesman who has not learned to sell the benefits of electric living, tries to sell Harriet Babin, home service advisor, Baton Rouge, on price alone.



DANCE OF NINE SALES. Lorna Moncrief, home service advisor, Orange, lends emphasis as Joe DeJean, supervisor of residential sales promotion, tells the dealers of the nine sales aids our Company is making available to them during the range-dryer campaign.



WE'VE BEEN CHALLENGED! In the National Safety Council's safety awards last year our Company was nosed out of first place by Baltimore Gas and Electric Company. Chairman of the Board Morrison and J. Theodore Wolfe, BG&E's chairman of the board have exchanged challenges for the year 1963. It is now up to us to meet this challenge and put our Company in First Place. Mr. Wolfe wrote Mr. Morrison, "Throughout the year we keep close track on your cumulative record as well as of our own, because we know who our keenest competitor is in the field of safety. I must say that the Gulf States

Utilities Company is pretty hard to beat. However, we are surely going to try to do it again." Of course, the best way to win this challenge is for all electric utility companies to tie for First Place. Mr. Morrison has just received word that our Company did come out first in safety among the companies in the Southwest Electrical Exchange and he asks the cooperation of each employee to better our safety record this year and to put our Company in **FIRST PLACE** in every safety category.

Lighting Course To Be Offered Area Businessmen

AREA lighting experts will learn how they can obtain the most efficient lighting systems possible when they attend the six sessions of the Lighting Fundamentals Course to be conducted during February, March and April by members of our Company's Commercial Sales Department in Beaumont, Lake Charles and Baton Rouge.

The course is designed to provide them with the most up-to-date information on lighting applications. All industrial customers, electrical contractors, architects, engineers, interior decorators, draftsmen, designers, electrical distributors, Company personnel and others interested in obtaining lighting training are invited to attend.

The sessions will begin in Beaumont on February 25 and will be held on the consecutive Monday nights. Lake Charles sessions will begin February 26 and will be held on each of the following Tuesday nights. The Baton Rouge course will get under way February 27 and will continue for the next five Wednesday nights.

There is a charge of \$10 for registration which will help cover some of the

course cost. Each session will be three hours long, starting at 5:45 with a meal being served. Schedules and application forms are now being mailed so reservations can be made.

Each session will be led by Company lighting experts who have spent ten years or more in the design and study of lighting installations. Demonstrations and material used in the course will be provided by our Company in cooperation with the Illuminating Engineering Society, General Electric, Sylvania, Westinghouse and others in the lighting industry.

The course will be under the general supervision of Dick Landry, supervisor of lighting promotion, and Bill Richard, supervisor of commercial sales.

Diplomas will be awarded participants who have attended a minimum of four nightly sessions.

Almighty God, we make our earnest prayer that Thou wilt keep the United States in Thy holy protection; that Thou wilt incline the hearts of the citizens to cultivate a spirit of subordination and obedience to government; to entertain a brotherly affection and love for another and for their fellow citizens of the United States at large.

—prayer used by
George Washington after his
inauguration as President

New Officers Elected By Credit Union

AT a regular directors' meeting of the Gulf States Utilities Employees' Federal Credit Union January 25, the following officials were elected to serve for 1963:

W. T. Buckley, president; Grady Smith, assistant to president; Neil E. Jordan, vice president; Helene Hartel, treasurer; Arlyn Swonger, assistant treasurer; H. W. Blake, director; Louis Guthrie, director; Leonard Gaspard, director; J. L. Rumfield, director; D. A. Fagg, director; E. G. Hodges, director.

The Credit Committee to serve for the year are: Ralph Ellis, N. D. Head, and W. T. Ricks and the Supervisory Committee to serve for the year 1963: H. S. Charlton, N. W. Ener, Jr., and A. G. Fontana.

A six percent dividend was also declared by the directors during the meeting.

Who knows? Maybe a fish goes home and lies about the size of the bait he stole.

L. L. Tynes Transferred To Production

LANNIS L. TYNES, Beaumont, has been transferred from the Planning Section, Systems Engineering to System Production effective January 1.

He had been in the Planning Section since July, 1961. Mr. Tynes has been an employee of our Company since June, 1956, when he came to work as a junior engineer in Beaumont. Upon completion of his training program he was assigned, as an engineer, to the Beaumont T&D-Engineering. He was transferred to Project Section in 1959.

He is a native of Liberty, Mississippi, and holds a BS degree in electrical engineering from Mississippi State University. He and his wife, Rose, have a son, Lannis Lee, Jr., and a daughter, Mary Jane and are members of the First Baptist Church. Mr. Tynes is active in the church choir and is program vice-president of the Sabine Area Chapter of SPBSQSA and has been a member of a barbershop quartet. He is a registered professional engineer of the State of Texas.



KILOWATTHOUR GAINS RECOGNIZED. In Beaumont Department heads meeting Mr. Robinson presented plaques to three division sales superintendents for kilowatthour gains per residential customer. Randy McAlpine, Beaumont, received a plaque for 5,000 Kwh consumption per residential customer, Phil Newman, Navasota, received a 3,500 Kwh plaque and Kirby Jones, Port Arthur, received a 5,000 Kwh plaque. Plaques for 5,000 and 4,500 Kwh were presented to Baton Rouge and Lake Charles Division respectively. The Mid-County District of Port Arthur Division received a certificate for passing the 6,000 Kwh mark. Eight other towns and districts had passed 5,000 Kwh per home customer by the end of 1962. They are: Orange, 5,966; Beaumont, 5,678; Baton Rouge, 5,583; Liberty, 5,361; Lake Charles, 5,260; Port Arthur, 5,252; Sulphur, 5,097; and Vidor, 5,092. At the end of October, the national average Kwh per home customer usage was 4,220, while that of our Company was 4,926 Kwh per home customer. During 1962, our Company showed a gain of 916 Kwh over 1961. The divisions showed gains as follows: Port Arthur, 1,125; Baton Rouge, 1,019; Beaumont, 916; Lake Charles, 816; and Navasota, 524.



TOP SALESMEN OF THE YEAR. At the left, E. L. Robinson, vice president and general sales manager, right, presents top commercial salesmen awards to Brooks Bishop, Beaumont, Forest Elkins, Port Arthur and Charley Boring, Navasota. Don Sullivan, was named top salesman for Baton Rouge Division and R. W. McGowen, of Lake Charles, was named top commercial salesman for the Company. Center, Mr. Robinson presents top residential sales awards to W. M. Ingwerson,



Port Arthur and Bill Earthman, Navasota. An award was also made to B. L. Thompson, Beaumont, who is recuperating in Hotel Dieu Hospital following a heart attack and Frank Keegan, Baton Rouge, was named top salesman for that division. At the right, Ed Hodges, superintendent of sales, Lake Charles Division, presents top sales award to Horace LaCombe of Lafayette.



UNWELCOMED VISITOR. The boys at Louisiana Station spent some cold nights fighting Old Man Winter during his numerous visits to our area this year. He was real busy as he draped the number four cooling tower with these icicles during his most recent visit.

In Baton Rouge, Beaumont, Lake Charles . . .

Heat Pump School Presented To 207 Air Condition Servicemen

THE Second Annual Heat Pump Service School, sponsored by our Company, was conducted by factory instructors January 22 through January 24.

Certificates of training were presented to 112 area air-conditioning and refrigeration service personnel who attended at least two of the three evening sessions. Included in the program were discussions on electrical controls, filter-driers and suction line cleaners, refrigerant piping, wiring schematics, refrigerants and reversing and expansion valves. Other specific information was presented by the six major manufacturers' representatives who spoke at the meeting. These included: RBM Controls, Sporlan Valve Co., Carrier Air Conditioning Company, Minneapolis-Honeywell, DuPont and ALCO Valve Company.

A total of 195 Louisiana servicemen received certificates of training by attending similar heat pump schools which were held during the same time in Lake Charles and Baton Rouge, Louisiana. Instructors alternated evenings teaching the Beaumont, Lake Charles and Baton Rouge classes. Co-sponsors in Lake Charles were R.S.E.S.

and the Sowela Technical School. In Baton Rouge the local R.A.C.C.A. Chapter and the Baton Rouge Vocational-Technical School co-sponsored the meetings.



CONTEST WINNERS. The children of two Baton Rouge employees were winners in the recently completed Honorary Hard Hat Safety Contest. F. G. Hornsby, operating supervisor, Baton Rouge Electric, presented the hats to, left, Weldon Turner, son of J. W. Turner, Garage, and to, right, Gerald W. Hatch, son of Harvey Hatch, Right-of-Way Maintenance.

IEWU Receives Certification By NLRB

RESULTS of the National Labor Relations Board Election on the question, "Do you wish to be represented for purposes of collective bargaining by Independent Electrical Workers Union?"

YES 1,601

NO 146

The election was supervised by the National Labor Relations Board and was completed on January 10. The votes were counted and checked by representatives of our company and the IEWU and officials of the NLRB on January 11.

Notice of certification of IEWU representatives was signed by the Houston regional office of NLRB on January 21.

We cannot escape history. The fiery trail through which we pass will write us down in honor or dishonor to the latest generation. We assure freedom. The way is plan, peaceful, generous, Just . . . A way which if followed, the world will forever applaud and God must forever bless. We shall nobly save, or meanly lose, the last best hope of earth.

—A. Lincoln





Mr. Sullivan

J. M. Sullivan Retires March 1

JAMES M. SULLIVAN, labor foreman in Navasota, will retire March 1 after being with our Company 34 years.

Mr. Sullivan was employed in Navasota in 1929 as a lineman. He has been in Navasota for his entire length of service working in various T&D positions. He has been labor foreman since 1949.

He is a native of Navasota and attended public school there. Prior to coming to work for our Company he had been a riverter and a farmer.

Mr. Sullivan is a member and treasurer of the Church of Christ in Navasota. He is a veteran of World War I, having served in the Navy as a gunner's mate and is a member of the American Legion. He and his wife, Dorothy, plan to continue making their home in Navasota at 1411 Sycamore St.

R. J. Broussard Made Lake Charles Labor Foreman

ROLAND J. BROUSSARD, utility truck driver in the Lake Charles T&D, was promoted to labor foreman effective January 1.



Mr. Broussard

Mr. Broussard is a native of Bell City, La. and attended school in Iowa, La. He has been an employee of our Company since 1949 when he came to work as a helper in the Lake Charles T&D. He was promoted to truckdriver in 1950 and utility truck driver in 1959. He served as a corporal in the Army Air Force from 1943 to 1945. He and his wife, Wilda, have two sons, Leland and Jerome, and a daughter, Cynthia.



Mr. Cunningham

M. J. Cunningham To Retire

MORRIS J. CUNNINGHAM, appliance repair foreman in Baton Rouge, will retire March 1.

He has been an employee of our Company since 1937 when he came to work in the Baton Rouge Service Department. During the late '30's and early '40's he worked in various Sales Department positions. He was made an appliance repairman first class in 1942 and has been a foreman since 1947.

He is a native of Houma, La. and is a member of the Catholic Church and the Knights of Columbus. He and his wife, Nella, will continue to make their home at 270 Croydon in Baton Rouge.

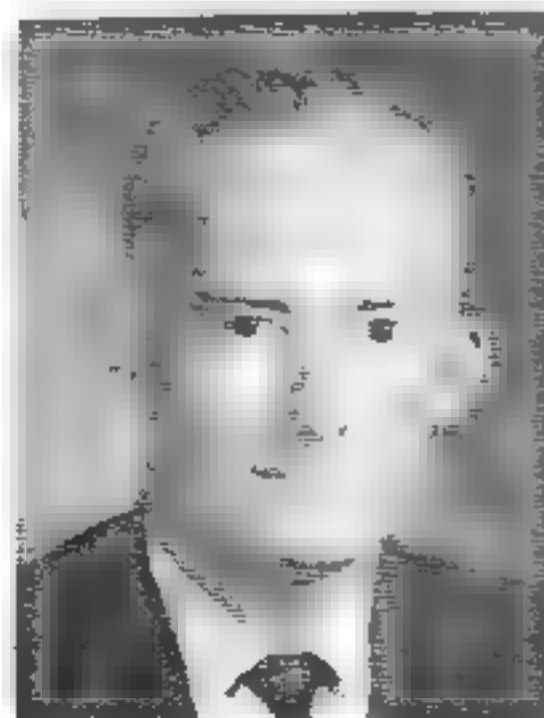


SERVICE AWARDS

TEN
YEARS



B. L. Bruce
Distribution
Beaumont



G. B. Haines
Sales
Beaumont



J. L. Hebert
Treasury
Lake Charles



V. J. Olivier
Distribution
Lafayette



H. O. Toups
Distribution
Baton Rouge



Mr. Sutton

AIEE Names H. J. Sutton To Fellow Grade

HOWARD J. SUTTON, superintendent of relaying and communications, Beaumont, was presented a certificate advancing him to the grade of Fellow in the American Institute of Electrical Engineers at the annual meeting of the Beaumont Section of AIEE.

Mr. Sutton was elected to the Fellow grade by the Board of Directors of AIEE "... for contributions to microwave communications and relay ...". This grade is awarded to an engineer who has attained distinction in important design, construction, operation or manufacturing.

Mr. Sutton was admitted as an associate member of AIEE in 1943 and was advanced to member grade in 1952.

He is registered professional engineer in the State of Texas, and is a member of Sigma Tau, Tau Beta Pi and Conference International des Grands Reseaux Electrique. He was chairman of the Beaumont Section of AIEE in 1955-56. He is presently a member of the Power Communications Committee, and the Relays Committee of AIEE, and is chairman of the Subcommittee on Relaying Practices.

On January 25, Mr. Sutton presided at a meeting of the Relaying Practices Subcommittee in New York and attended the main meeting of the Relays Committee. On January 30, he presented before the committee a paper entitled "Proposed Guide for Recording Relay System Performance," a paper prepared by the working group of the subcommittee.

Pat Murphy Attends Advance Harvard Course

J. R. "PAT" MURPHY, supervisory of industrial relations, Baton Rouge, is presently attending the 13-week Advanced Management Program at Harvard University.

The program is designed to provide participants with the opportunity to live in a university community, to work closely with participants drawn from scores of diverse companies and organizations and representing a variety of managerial functions.

Mr. Murphy, who is a graduate of the Williams Trade School in Media,

Bodeman Has Articles Published

DURING the past six months, Leroy J. Bodeman, engineer, System Industrial Sales, has had two articles published in national magazines.

In the June 25 issue of Air Conditioning, Heating and Refrigeration News, Mr. Bodeman had a letter printed which discussed at length the installation of a gas turbine at the McAllen, Texas, High School.

In the November issue of LOAD magazine he had an article describing how an electric motor was sold in place of a gas engine although gas costs were negligible.

THRIFT PLAN PURCHASES

PURCHASES of Company stock made by the Trustee during January covering employee deductions and Company contributions through December were as follows:

2,096 shares of common stock at a total cost of \$73,452.37 or an average cost per share of \$35.045;

95 shares of \$4.40 preferred stock at a total cost of \$9,226.91 or \$97.25 per share. These costs included brokerage and commission fees.

The Trustee deposited \$43,168.62 with the Savings Department of The First Security National Bank of Beaumont.



Mr. Murphy

Pa., is a native of Hanover, Pa. He has been an employee of our Company since 1936, when he came to work in Baton Rouge as a station clerk at Louisiana Station. In 1938 he was named office engineer at Louisiana Station and, in 1944, he was made an assistant test engineer. By 1948 he had become assistant to the Louisiana Station superintendent. He was transferred to the Baton Rouge Personnel Department in 1952 as a personnel assistant. He has been supervisor of industrial relations since 1957.



Sam Shavers To Retire

SAM A. SHAVERS, a 36-year employee in the Baton Rouge T&D-Garage, retired February 1.

He came to work in Baton Rouge as a laborer in 1927. Since 1953, he has been a janitor in the T&D Garage.



Miss Lilyerstrom

Miss Mary Honored by Women's Clubs

MARY O. LILYERSTROM, a retired Beaumont employee now living in Liberty, Texas where she is executive secretary of the Liberty County Tuberculosis Association, was featured on the cover of the December issue of the Texas Federated Business and Professional Women's Clubs Inc. magazine along with Dr. Minnie L. Maffett. The publication referred to them as "our inspiration for the Chinese Nurses Home and Foreign Scholarship Fund."

Through the program inspired by these two ladies, a nurses home is nearing completion in Formosa and 12 foreign students have been brought to this nation to study. The scholarship fund, known as the Mary O. Lilyerstrom Foreign Scholarship Fund, was launched in 1951 and has brought students from Brazil, The Phillipines, Korea, Japan, Pakistan and Nationalist China.

Miss Lilyerstrom has been living in Liberty since 1955 following her retirement from our Company after 45 years in the electrical industry. On August 1, 1956 she became the executive secretary of the TB association. She has been very active in church, civic and club work in Liberty and at the same time kept up all her club affiliations in Beaumont. She has served as secretary of the Beaumont Music Commission for the past 32 years. She has been a member of the Federation since 1919. She is a past president of the Texas organization and is one of only six members of the Federation to serve as president in two states—Texas and Iowa.

Gulf Staters In the News

Glen E. Richard, treasurer, Beaumont, has been appointed chairman of the finance committee of the north Jefferson County United Appeals. He is a former chairman of the budget and admissions committee and is a member of the UA board and the board of the Beaumont Family and Children's Services. His committee will supervise the collection of pledges, preparation of the monthly financial report and the administrative and campaign budgets of the UA and is responsible for providing the audits of all member agencies.

Virgil Shaw, supervisor of industrial and commercial sales, Port Arthur, has been named chairman of the Economic Improvement Division of the Port Arthur Chamber of Commerce. This division works at acquiring new manufacturing groups, encourages present plants to expand, improves the industrial climate, furnishes factual information, prepares a site manual, has industrial teams, makes contact trips, works for completion of McGee Bend Dam, studies the opening of Taylor Bayou for industrial sites and develops the area for tourists and conventions.

F. F. Johnson, vice president, Lake Charles Division, has been re-elected vice president of the Calcasieu Area Safety Council. The board has adopted program goals for 1963 which call for support of police and traffic court officials in making enforcement the major weapon against accidents. They have also decided to give additional emphasis to off-the-job and recreational safety through its five divisions.

Bill Buckley, plant accountant, Beaumont, has been elected secretary of the Beaumont Boat Club. The Club also selected Mr. Buckley as the "Boatman of the Year".

Jim Atkins, superintendent of electric operations for the Beaumont Division, has been elected to the board of directors of the Bayou Din Golf Association in Beaumont. Jim Turner, supervisor of advertising, was also elected to the board and will serve as publicity chairman for the golf group.

Bill Hurt, Systems and Procedures Department, Beaumont, was re-



FRIES OYSTERS FOR FIREMEN. Charles Boring and E. L. Maris, sales representatives, Navasota, turn out oysters "by the dozen" for the annual Navasota Firemen's oyster supper. This is a Navasota tradition going back over a quarter of a century.

elected to the Board of Directors of Bayou Din Golf Association and named secretary for the forthcoming year.

E. L. Robinson, vice president and general manager of sales, Beaumont, has been elected president of the United Appeals in north Jefferson County. Active in Beaumont civic work for many years, Mr. Robinson served as campaign chairman of the 1958 drive.

Rex Lee, division manager, Beaumont, has been named one of the 11 representatives of Beaumont businesses named to two-year term on the board of directors of Downtown Beaumont Unlimited.

Alan W. Hastings, vice president and assistant to the chairman of the board, Beaumont, heads a regional mental health committee composed of representatives of five Texas counties, Jefferson, Chambers, Orange, Liberty, and Hardin, which is working to try to get a mental health center located in the Golden Triangle. The objects of the committee are to coordinate mental health agencies in the area to improve effectiveness and avoid duplication; to set up diagnostic and treatment service for emotionally disturbed children and parent counseling; diagnostic and evaluation service and counseling for parents of mentally retarded children and to develop a long-range preventative service in mental hygiene education, diagnostic and treatment service for adults.

Jack W. Kirkland, operating superintendent, Baton Rouge, has been appointed to the Advisory Committee to the Board of Trustees of the Baton Rouge General Hospital to serve from 1963 to 1966.



**Congratulations
on
your
promotion**

Larry F. Knight, Beaumont Engineering, to relayman third class.
Martin B. Riggs, Beaumont Engineering, to senior engineering assistant.
James D. Roberson, Huntsville T&D, to apprentice.
Harvey P. Carpenter, Baton Rouge, Gas, to apprentice.
Willie J. Picard, Baton Rouge T&D, to apprentice.
John E. Hobbs, Baton Rouge T&D, to lineman fourth class.
Milton H. Pharr, Lake Charles, to turbine operator at Roy S. Nelson Station.
Wanda S. Bradford, Lake Charles T&D, to stenographer, senior.
Sylvia W. Carter, Lake Charles Sales, to home service advisor.
Wilson J. Meaux, Jr., Lafayette T&D, to apprentice.



**Familiar faces
in
new places**



George A. Hilliard, Beaumont, transferred from Sales to Records as a departmental clerk.
Charles E. Dattalo, Port Arthur, transferred to Mid-County as a meter reader.
Lewis J. Sprague, Port Arthur, transferred to Mid-County as a meter reader.
Melvin L. Shelly, Huntsville, transferred to Trinity as district serviceman first class.

**Welcome
to
GSU**



Wilburn L. Woods, Huntsville, employed as a helper in the T&D Line.
John T. Franks, Beaumont, an engineering helper reinstated from Military Service.
Dianna W. Matheny, Beaumont, employed as clerk in the Personnel Department.



**Have a
Cigar on:**

Margie and Cliff Welch on the birth of their second son, **Darren Wayne**, December 29, in Calcasieu Cameron Hospital, Sulphur, La. Cliff is employed at Roy S. Nelson Station.

Mary Ann and Alton LeDoux on the birth of their daughter, **Connie Marie**, December 14, at Calcasieu Cameron Hospital, Sulphur. Alton is an employee at Roy S. Nelson Station.

Edna and Hubert Broussard, on the birth of their son, **Eric Scott**, January 16. Hubert is employed at Roy S. Nelson Station.

Terry and Jo Dorociak on their adoption of a baby boy on January 16. **Joseph Lorne** was born December 6. Joe is employed at Roy S. Nelson Station.

Mr. and Mrs. Eddie M. Jones on the birth of a son, **Roger Darryl**, December 24. Mr. Jones is employed in the Gas Service Department in Baton Rouge.

Mr. and Mrs. John A. Miller on the birth of a son, **John Anthony, Jr.**, December 30. Mrs. Gayle Miller worked as departmental clerk at Louisiana Station for 3½ years.

Mr. and Mrs. Robert Riviere on the birth of a daughter, **Karyn Teresa**, December 27. Mr. Riviere is employed in the Electric Department at Louisiana Station.

Mr. and Mrs. Jack Trouard on the birth of their new daughter, **Barrie Blythe**, January 10. Mr. Trouard is a utility foreman in Lake Charles. The Trouards have three other children—all boys.

Mr. and Mrs. Joe R. Havens on the birth of daughter in December. Mr. Havens is a lineman, first class, Lake Charles T&D.

Mr. and Mrs. Lawrence Bellow on the birth of their daughter, **Elverna Marie**, January 21. Mr. Bellow is employed in the Lake Charles Substation Department.

Mr. and Mrs. James Hard on the birth of their son, **Edwin Norman**, October 11. Mr. Hard is employed in the Navasota T&D.

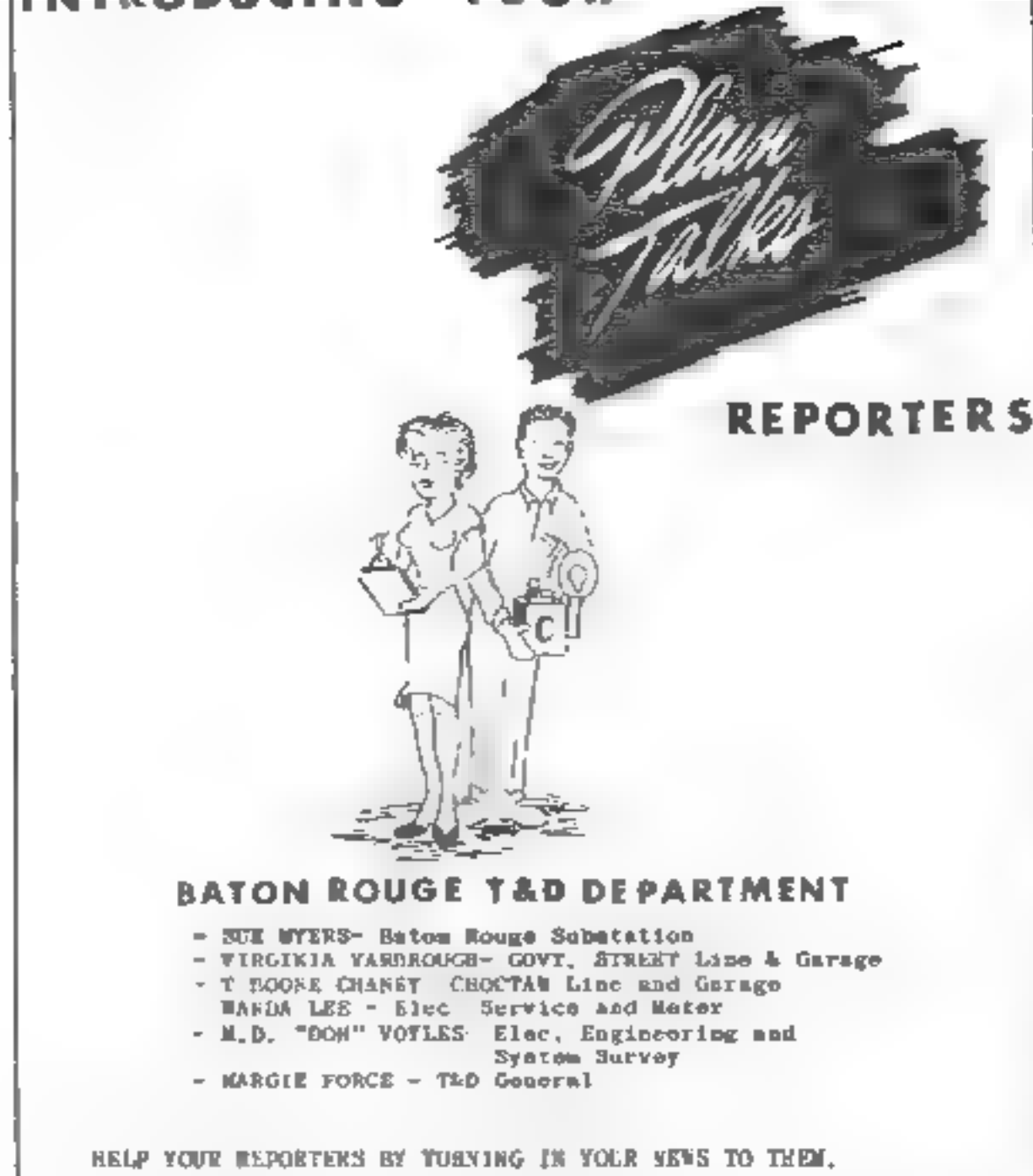
Mr. and Mrs. Billy Ray Hinze on the birth of their son, **Kenneth Ray**, December 30. Mr. Hinze is employed in the Navasota T&D.

Mr. and Mrs. Boyd S. Eisworth on the birth of their third child and third daughter, **Brenda Kay**, December 13. Mr. Eisworth is employed in the Baton Rouge Substation.

Mr. and Mrs. Wilfred P. LeBlanc on the birth of their son, **Kevin Ralph**. Kevin is the third child of the LeBlanc's who also have another son and a daughter.

In Baton Rouge . . .

Four New Reporters Added to Staff



HAVING REPORTING TROUBLE? Feel free to borrow this bulletin board poster which Margie Force, Baton Rouge T&D, came up with to introduce the T&D reporters. It lets all of the employees know where they can turn in any news they have for PLAIN TALKS. The posters were drawn by Al Eggert and the pictures of the new reporters were made by Walter Jones, both in the Electric Engineering Department. (Ed. Note: The wives might make a note of these reporters and send them any pictures and news you've been after "the boss" to turn in.)

SUE ELLEN MYERS—reporter for the T&D Substation Department. Sue is very enthusiastic about her new duties as a PLAIN TALKS reporter and is looking for all the Substation employees to keep her informed on what is going on. Sue has been with our Company since July of last year. She is a native of Monroe, La., but calls Baton Rouge her home. She graduated from Baton Rouge High School and attended LSU and Baton Rouge Business College. Her hobbies are sketching, dancing, swimming and reading.



WANDA LEE—reporter for the Electric Service and Meter Departments. Wanda, a departmental clerk in T&D Service since 1961, is on her second tour of duty with GSU. She was formerly employed from 1957 to 1960. Wanda and her husband, Milford, are the proud owners of a new home on Tiger Bend Road. Their main interest is their son, Kimuel Wayne, who manages to keep them busy. Wanda was born and educated in Mt. Hermon, La. She hopes to keep up with all the news from her group. So, keep her supplied.



M. D. VOYLES—reporter for Electric Engineering. Don, an engineering assistant, has been with our Company since 1944, and is a native of Baton Rouge where he attended school and LSU. Don is married and has three children. The oldest, Donna, is employed at the Baton Rouge Main Office. Don's main interest is bowling. He and his wife, Libby, enjoy living in the country and putting around on their farm and brand new home. Don plans to supply PLAIN TALKS with lots of Baton Rouge news.

THEODORE BOONE CHANEY
Reporter for the Choctaw Line and Garage.

Boone, a garage mechanic, first class, at the Choctaw Garage, has been with our Company since February, 1957. He is a native of Baton Rouge and served four years in the Air Force. He is married to the former Shirley Mae Landry of Baton Rouge and has three sons, Daryl Wayne, 7, Curtis Michael, 2½, and David Brent, 6-months. They are members of the St. Gerard Catholic Church, where Daryl attends the second grade.

Boone's hobbies are building hot-rod autos and fishing. At the present, he's working on a 1937 Ford pick-up truck with the muscle coming from a '56 Golden Hawk engine. He is a member of the National and Regional

Antique Car Club of America and was invited to attend the club's convention in Philadelphia last year.

For the past three years, Boone has been a solicitor for the United Givers campaign. He has served on the Employee's Fishing Rodeo Committee for the past six years. In 1961, he was chairman of the committee, and in 1962, secretary-treasurer.

He is an active member in the Foss-Landry Post No. 2, Amvets, serving at present on the executive board and is also a member of the executive board of the Short Circuit Club in Baton Rouge.





"WE'RE READY FOR ANYTHING." Billy, 4, and Dickie, 1, are the sons of William H. Tholborn, Baton Rouge T&D Line.



MEET THE YOUNG WALKERS. Cathy, 2, and Jeffrey, 3, are the children of Jerry D. Walker, Electric Meter Department, Baton Rouge.

over the COFFEE CUP



MR. AND MRS. E. P. MADSEN gave a party on December 20 for all the boys in the Electric Shop. Judging from the "day after" everyone seemed to have had a wonderful time.

Sue Smith and **Joyce Rachal** recently spent a wet and icy weekend in Houston. In spite of all the rain and ice, they had delightful trip.

Everyone enjoyed a recent visit from "**Pop**" **Guidry**, a retired employee, now living in Abbeville.

The Short Circuit Club Christmas Party in December was an enjoyable affair with a good attendance.

Louisiana Station was converged on by a group of engineers from Lake Charles and Beaumont recently. Together with their leader, Mr. Gooddale, from Emerson Consultants, they performed the task of work sampling. Participating in the job were: **Charlie Lopez**, **Bill Tolbert**, **Doug Watkins**, **Joe Bondurant**, **Gene Lanningham**, and **Jim Booker**. They were assisted by the local boys, **Ed Loggins**, **Bob Milling**, **Wayne Herndon**, **S. A. McKenzie** and **Pat Brady**.

Plans are being made for the Annual Employees Fishing Rodeo to be held from June 31 to June 30 at False River and Old River. **Paul Bernard** was elected chairman this year. Members of the committee are: **Donald Shelton**, **Charles Ford**, **Adam Speeg**, **John Hebert**, **Webb Umberger**, **A. J. Weimer**, **Jerry Moore**, **Buck Morton**, **Gordon Mustin**, **Clyde Wilson**, **Gary Diamond**, **R. R. Sheets**, **W. C. Fortenberry**, **R. Daigle**, **Francis Amedee**, **Russell Marler**, **Stan Paxton**, **Boone Chaney** and **John Hood**.

—By *Frances Heffner*

MR. AND MRS. F. J. BELLO were visited by their daughter, **Mary Ann**, who is a former employee. Mr. Bello is employed in the Gas Department. Mary Ann, her husband, Captain **Terry Malony**, and their three sons just returned from Newfoundland. They will live for a short time at Castle Air Force Base in Merced, California.

Sandra McGehee, a member of the Gas Department, was married to **James Howard Turner**, January 11, in a double ring ceremony at the Monte Sano Presbyterian Church.

—By *Cecile Conners*

CONGRATULATIONS to **Mr. and Mrs. James C. Stafford** upon their recent marriage on January 25. Mrs. Stafford is the former **Annelle Reese**. Mr. Stafford, who has been with the Company since 1950, is employed as a substation mechanic.

Everyone was glad to see an old friend and retired employee **F. F. "Blondie" Gaines** when he dropped in to visit the Substation Department. Mr. Gaines is a former general line foreman who retired in 1952.

L. M. "Pops" Haynes is also a frequent visitor to the Substation Department. Mr. Haynes, a retired employee for the past six years, tells us about his Indian relic collection and his travels looking for these relics. Mr. Haynes was employed in the Garage Department.

—By *Sue Myers*



HE'S in the army now—**Thomas G. Shultz**, operator's helper at Roy S. Nelson Station, is now operating on Uncle Sam's payroll. He was drafted into the service in December. His present address is: **Thomas G. Shultz**, E-1, US-52558566, Company D; 5th Battalion, 5th training Regiment, Fort Jackson, S. C.

Approximately 30 carvings were collected in the Lake Charles area and were on display during January in the Lake Charles Public Library. These carvings are the work of **Edward "Skipper" McGehee**, control operations foreman at Roy S. Nelson Station.

—By *Frances Heffner*

Buck Mouhart and partner, "**Quinine Gumstamp**", were featured on Beau-

monts' Channel 12's March of Dimes show along with other entertainers. Buck and Les have also signed to do ten syndicated TV shows.

New face around Nelson Station—**Robert C. Hebert**, operator's helper, became a GSUer on January 14. Robert and wife, **Patricia**, are making their home in Westlake, La.

Off the sick list—**Rene LeBlanc** is back to work and doing very well after being off about seven weeks due to a back operation. **Philip Iatesta** has returned to work and is feeling very well following his operation.

Top student teacher—**Eldee Reed**, a former employee at Nelson Station and an elementary education senior at McNeese State College in Lake Charles, has been chosen outstanding male student teacher for the current semester by Phi Delta Kappa fraternity for men in education. Eldee was an employee of our Company from 1959 to 1961 when he resigned to return to school. His wife, Doris, is a teacher and was chosen outstanding teacher last year.

—By Dora Ann Johnson

ROBERT W. ALESHIRE, Lake Charles Meter Department, is in the hospital recuperating from injuries received in an automobile accident during the Christmas holidays. We wish Bob a speedy recovery and hope he'll be back to work soon.

—By Hubert Landry

EUNICE BYRD, Lake Charles Substation, and his family visited relatives in Hornbeck, La., recently. Eunice also went deer hunting in northern Louisiana and bagged a ten point buck.

Mrs. Irma Simonson, wife of Substation Supervisor **J. F. Simonson**, has returned from the hospital after an illness of several days. Mrs. Simonson is convalescing at home and is reported feeling better.

—By Jo Ann Burnett

WANDA S. BRADFORD, Engineering steno, was recently promoted to senior steno. Wanda has been with our Company for three years. She is from Walters, La.

Taking an early vacation is **Zilda Vincent**. She plans to stay in out of the cold weather and enjoy herself.

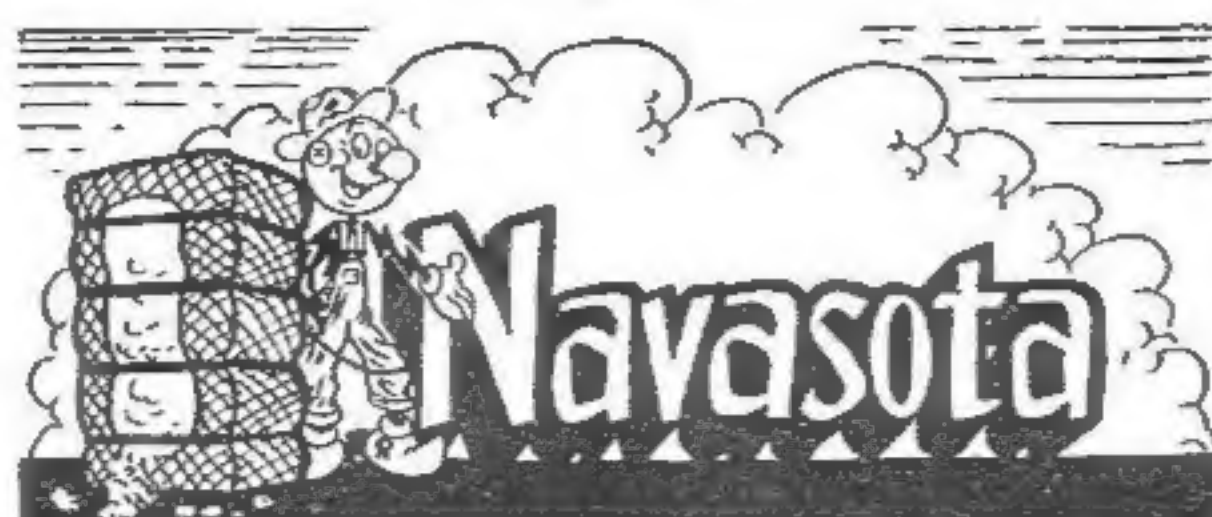
—By Zilda Vincent

H. A. ST. DIZIER, lighting engineer, Lake Charles Sales, has been elected treasurer of the Lake Charles Recreation Commission for 1963.

Barney M. Savell, a helper in the Lake Charles T&D, has been drafted and will be leaving us for a while to serve in the Army.

It is good to see **Francis E. "Boobie" Mathis** back on the job after a recent illness and surgery. Mr. Mathis is line foreman in Lake Charles.

—By Edith Patterson



MR. AND MRS. GERHARD W. SMITH were honored with a chili supper given by the Engineering Department on January 12 upon Mr. Smith's transfer to Beaumont as application engineer in System Engineering.

—By Roseanne Pry

Dr. Phil Newman, Jr., son of **Phil Newman**, superintendent of sales in Navasota Division, was recently elected state representative to the American Society of Clinical Pathologists by the Louisiana Pathology Society. In addition to being in private practice in Lake Charles, Dr. Newman is also assistant professor of clinical pathology on the faculty of the LSU School of Medicine at New Orleans. He is also a Fellow of the College of American Pathologists and a Fellow of the American Society of Clinical Pathologists.

H. C. LeVois, manager, Navasota Division, served as master of ceremonies at the Grimes County Chamber of Commerce annual banquet on January 24.



IT'S COLD OUTSIDE. This is what happened at **J. B. Crapp's** home on January 25, when the water pipe to the wishing well in his front yard froze and broke. Mr. Crapp is a retired Navasota Division employee.



TROPHY. **Charles Boring**, commercial sales representative, Navasota, killed this ten point buck last year. The deer field dressed 107 pounds.



SANTA COMES TO NELSON STATION. Roy S. Nelson Station employees, wives, dates and husbands exchange gifts at the Holiday season dinner party in the Station's assembly hall.



Mr. Ragland

Funeral Services Held For William B. Ragland

WILLIAM B. RAGLAND, an employee who retired from the Beaumont T&D in 1961, died January 9 at his home in Silsbee.

Mr. Ragland, 67, had been an employee of our Company since 1936. He had lived in Beaumont for the last 25

years and for the last five months had been employed as the caretaker at the Live Wire's new club site near Silsbee.

Surviving are his wife, Mrs. Beatrice Ragland of Silsbee; son, John Frank, of Opelousas, La., and daughter, Mrs. Charlotte Jones of Birmingham, Ala.

neering Department Beaumont, on the death of his mother, **Mrs. E. T. Naylor**.

Sympathy to:

A. E. Naylor, engineer in the Relay & Communications section of the Engi-

Kamille George on the death of his grandmother. Mr. George is a lineman, first class, in Lake Charles T&D.

BIBLE - BREAK



by Ruby Lee Adams

IN the case of Rebecca the real drama opens with the proposal of marriage. The story of Isaac and Rebecca is a romance with enough bitterness and mistakes to make it thoroughly human; and is a charming picture of the patriarchal time.

Abraham, in his old age, fears lest his son Isaac shall marry a pagan woman from the Canaanites, among whom the patriarch has his home; race and religious feeling combine to make such a marriage abhorrent to him. So he calls to him his faithful servant Eliezer, who seems to have been a first rate diplomat, and bids him go to the land from which Abraham and Sarah have migrated, and there to find a wife for Isaac.

Seldom in art or literature does one find a lovelier picture of girlhood than the introduction of Rebecca, who fulfilled perfectly the aspirations of Eliezer, even to giving 'drink to his camels.' With her pitcher, a picture not easily forgotten, Rebecca is waiting beside the well; she watched the train from a distance, and she must have been excited, as would

be natural for a girl of her vivacious, alert temperament.

Rebecca has no idea of his errand. She was courteous to the aged Eliezer; she was quick and responsive in hospitality. The messenger placed a gold ring in her nose. She ran and told her mother of the visitor and his gifts to her.

Then came the story of Isaac and the mission of Eliezer, told first to the mother and brother. Kinship was desirable in those early marriages of clans. When they asked her if she would go with Eliezer and become the wife of Isaac, there was no hesitation: 'And they called Rebecca, and said unto her, 'Wilt thou go with this man?' And she said, 'I will go.' So with her faithful nurse, Deborah, and her maidens, she journeyed back with Eliezer. Isaac was waiting for her, meditating as was his habit, 'in the field at the eventide.'

The married life of Rebecca now claims our attention. Rebecca's first love for Isaac was a mother's love. The heart of Isaac had been overshadowed by the death of Sarah. Rebecca crept into the vacant spot and rekindled the ashes on the scene of the vanished fire. She provided for his welfare and administered the affairs of the household. She had practical wisdom. She kept his entire affection and loyalty.

After many years, Rebecca became the mother of twin sons, Esau and Jacob; the former his father's and the latter his mother's

favorite. Esau was a hunter, a man of the field; Jacob a plain man, dwelling in tents. In order of birth Esau has the precedence. Isaac has grown old, feeble and blind, and he feels that the time has come for him to bestow upon Esau his rank and place. In the Orient, a meal taken together is a common symbol of a sacred pledge. He bids Esau to go out into the fields and hunt for game for a meal that they will partake together. Esau came in from hunting with a hunter's appetite; and the smell of cooking was too much for him and he 'sold his birthright for a mess of pottage.'

We need not prolong the well-known story, how the blessing went to Jacob that was meant for Esau. Rebecca and Jacob were deceitful, even cruel, in their method of attaining this end and victimizing Isaac. Rebecca repented quickly. 'Upon me be thy curse, my son,' was her cry to Jacob, when the fraud was revealed. Esau swore to take his brother's life; and to save that life, the mother sent her son away. She thought she was parting with Jacob only for a few days, till his brother's wrath should cool down. But apparently she never saw him again.

Here we bid Rebecca a friendly farewell; we part with her at her worst moment. Beautiful, alert, far-seeing, courageous, impulsive, decisive—such were the traits, essentially feminine, of Rebecca as maiden, wife and mother.

A SICK AMERICAN

This letter was written by a resident of San Francisco and has been published in a number of newspapers in California and elsewhere. It deserves the attention of all Americans.

"I am one of the Americans who heard Mr. Khrushchev tell our nation that my great-grandchildren will grow up in a Communist world. For some time now, this has bothered me. I am not a brave man—not even a big one . . . I am now 50. I paint my own house, repair my own car, grub my own devil grass, and nurse a modest savings account . . . I am a law-abiding man on the quiet side, and dissension makes me terribly nervous. Frankly, I am the kind who simply doesn't have it in him to fight anyone ever.

"My wife had me cleaning out an old trunk in the storage room the other day, and I ran across the huge old family Bible that I hadn't thought about for years. My great-grandmother had kept a journal of the trip across the Great Plains with a wagon and oxen when she and great-grandpa were youngsters coming out to settle in California in the great migration. Great-grandma wrote about it as the wild, new land, rich and abundant in mythical proportions.

"On the trail she wrote of sickness and hunger, and heat and cold, and dust and thirst, and the deaths and births like beads strung together on a thread of hope—hope of freedom and a land of plenty for their children yet unborn . . . As I read, I began to think about America and what it all stands for; and I thought about our enemies and what they intend to do to America . . . to its freedom and its hope.

"And, suddenly, I realized that I am a sick American. I mean really sick . . . I am sick of bureaucrats who tell me that my enemy is not really my enemy and that I should live together with murderers and tyrants. I am sick of government that hasn't the guts to clean traitors out of its own offices. And I'm sick of being a nice pleasant guy about it . . . I am sick of my country being ridiculed all over the world. I am sick of pink-fingered diplomats and lily-livered politicians who place personal career above the fate of the Flag.

"I am sick of 40 years of relentless, creeping, cancerous, Communists godlessness that never once has wavered from its avowed purpose of conquering that Flag and seeing it trampled in the mud under Russian boots. I am sick of my genteel desire to stand pat and pray while the enemy advances. I am sick of educators who teach tolerance of subversion and of clergymen who would have me quail at the spectre of battle and turn my cheek in fear of what our enemies might do.

"In all honesty, the thing of which I am sick is the man who let these things come to me: myself. And by the living God who made me, Sir, I am a sick American who intends to get well."

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